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## REVIEWS

**Jarosław Wichura: New media and the public opinion (Nowe media a opinia publiczna), Wydawnictwo i-Press, Kraków, 2012, s. 131.**

**Reviewer: Zbigniew Widera**

Making your choice by voters in today's political market largely is determined by the shape of their image in the media, both traditional and electronic how. Understanding the mechanisms that underlie the selection effect on voter is of particular importance, especially when the media use the message not without manipulation.

In any system, since the emergence of mass communication, media and public opinion mutually determine its shape. As a result - in any social and political system there is an inseparable link between the mass media and the public (political). Communication between these planes gives us the opportunity to exchange ideas, interact, follow people in the same direction. Thanks to mass media and the public can find out what they are feeling and thoughts of others, and we can express ourselves.

In this part of the issue published in 2013 the book Jarosław Wichura "Nowe media a opinia publiczna" Carefully designed, with well prepared theoretical framework indicates ambivalence of the communication process from its great value for the customer as well as the dangers involving programming communication and lack of understanding of its contents. Author comes from the description of new technologies and communication strategies, points to the issue of public opinion as a product of new technology. This approach includes different products types in the recognition of the political market mechanisms remain in close connection with the selling methods of economic markets. Highlight the growing impact of electronic technologies that increasingly affect the absorption of information and reaching with this behavior.

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The present work consists of five chapters. Chapter I describes and analyzes in detail the new communication technologies (called „new media”), their characteristics and impact on our everyday lives. New media gives us a mass scale technical conditions for access to communications. They provide massive outreach of their practices, technical infrastructure, combined with the appropriate economic conditions, political system, social communication present a framework. This facilitates the crossing of spatial boundaries, overcoming barriers of time and provides opportunities for rapid transmission and propagation of messages.

Chapter II is devoted to the issue of public opinion, which is the product of new communication technologies. This chapter takes a broader approach to the issues and definitional complexity of the phenomenon, at the same time attempt to redefine and adapt it to the requirements of modern times. Public opinion as a phenomenon of modern times, is also a central category for understanding society. There is no doubt, however, that the classical concepts of the public, dating back to the 80s and 90 Twentieth century, can't withstand the test of time and require re-evaluation due to changes in the social and technological turn of the twentieth and twenty-first century.

Chapter III deals with the Internet - a kind of „democratic machine” which is the essence of the new media, its objectives and functions exercised in society. Subject chapter focuses on explaining not only the essence of the phenomenon, but also takes an attempt to characterize the Internet community and identity and their impact on contemporary public opinion. Internet emerges as a powerful medium of the fastest growing information and communication in recent years. Virtual world is an essential part of the social environment of man, no less important than the direct contact and environmental circles unit.

Next, the IV chapter is to analyze the common coexistence of public and new media in the so-called. „Information-driven society.” In this chapter, the problem is taken up the opportunities and threats that arise in connection with the transformation of modern societies in the information society, the society rich „information potential”. In particular, I considered the quality of the information provided and are available through a variety of means of communication and the impact of that information on the shape of the public.

In the last chapter J. Wichura cites analysis of test results, referring to the subject of the discussed issues in the magazine „political preferences”, confidence surveys, assessment of reliability of media coverage and reliability of information sources. The present publication is worthy of recommendation not only for its substantive content, an indication of one of the key determinants of voting but also because of the young age of the author and his fresh perspective on the issues described.